

VanArsdel

Revenue

\$63.82M

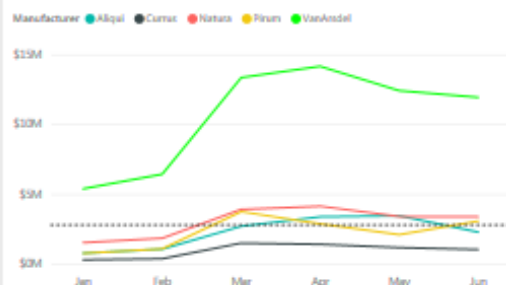
Units
BY REGION



2016 Units
VANARSDDEL

68K

Revenue, Units
BY MONTH, MANUFACTURER



Revenue, Units
BY MONTH



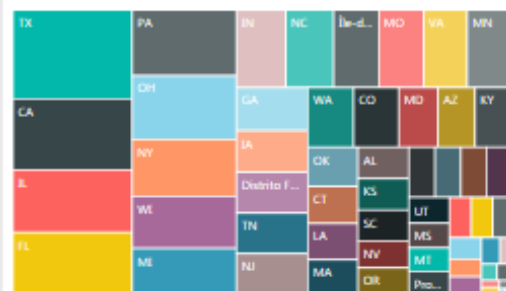
Units
BY MANUFACTURER



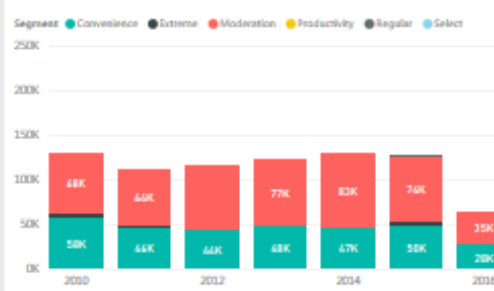
Revenue, Units, Count of Product
BY MONTH, CATEGORY



Revenue
BY STATE



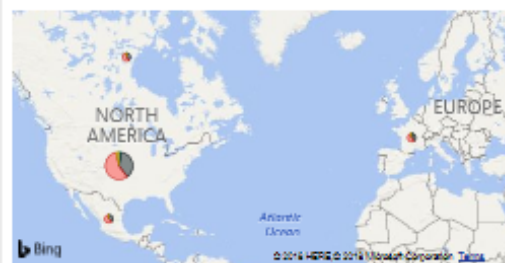
Units
BY YEAR, SEGMENT



YTD Sales Var %
BY YEAR



Units
BY COUNTRY, CATEGORY



VanArsdel Revenue and Unit share comparison with competitors

Segment

All Season Convenience Extreme Moderation Productivity Regular Select >

Global Units

336K

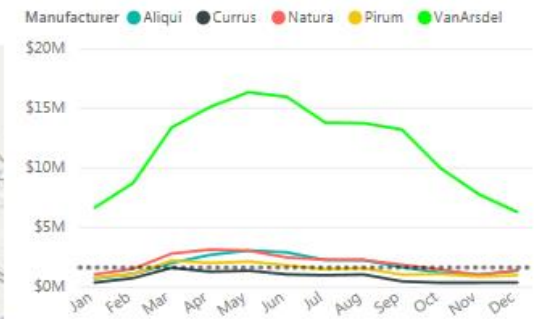
Filtered Units

336K

Units by Country and Category



Revenue and Units by Month and Manufacturer



Units by Manufacturer

YTD Sales Var % by Year

● Increase ● Decrease ● Total



Year

- ☐ 2016
- ☐ 2015
- ☒ 2014
- ☐ 2013
- ☐ 2012
- ☐ 2011
- ☐ 2010
- ☐ 2009
- ☐ 2008
- ☐ 2007
- ☐ 2006
- ☐ 2005

Year	2014	Total			
Mon...	Revenue	YTD Revenue	Revenue	YTD Revenue	
Jan	\$9,684,499.08	\$9,684,499.08	\$9,684,499.08	\$9,684,499.08	
Feb	\$13,230,456.14	\$22,914,955.22	\$13,230,456.14	\$22,914,955.22	
Mar	\$22,096,519.11	\$45,011,474.33	\$22,096,519.11	\$45,011,474.33	
Apr	\$24,291,858.33	\$69,303,332.66	\$24,291,858.33	\$69,303,332.66	
May	\$26,045,430.34	\$95,348,763.00	\$26,045,430.34	\$95,348,763.00	
Jun	\$24,290,577.37	\$119,639,340.36	\$24,290,577.37	\$119,639,340.36	
Jul	\$20,878,962.94	\$140,518,303.30	\$20,878,962.94	\$140,518,303.30	
Aug	\$20,955,667.85	\$161,473,971.15	\$20,955,667.85	\$161,473,971.15	
Sep	\$18,304,419.83	\$179,778,390.98	\$18,304,419.83	\$179,778,390.98	
Oct	\$14,131,565.41	\$193,909,956.39	\$14,131,565.41	\$193,909,956.39	
Nov	\$11,128,943.67	\$205,038,900.05	\$11,128,943.67	\$205,038,900.05	
Dec	\$10,425,245.66	\$215,464,145.72	\$10,425,245.66	\$215,464,145.72	
Total	\$215,464,145.72	\$215,464,145.72	\$215,464,145.72	\$215,464,145.72	

Revenue and Units Trend

United States Sales

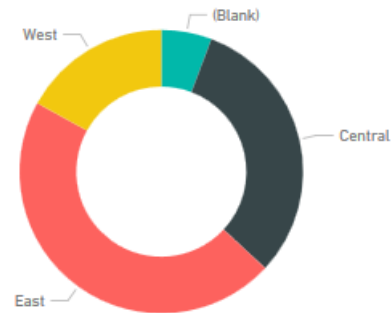
US Product Sales

Date

1/1/1999

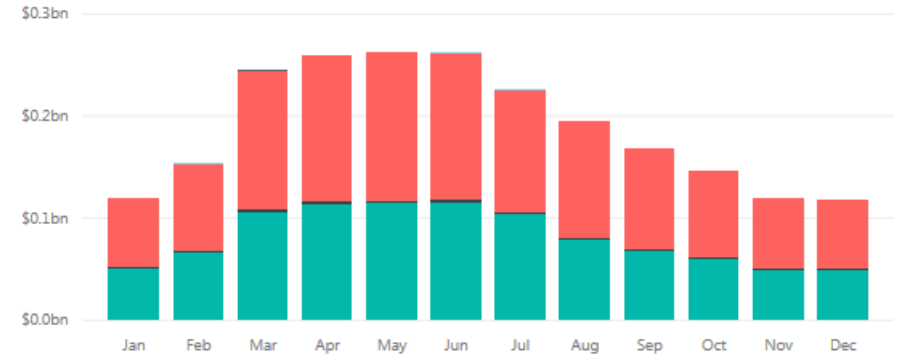
12/31/2016

Units by Region



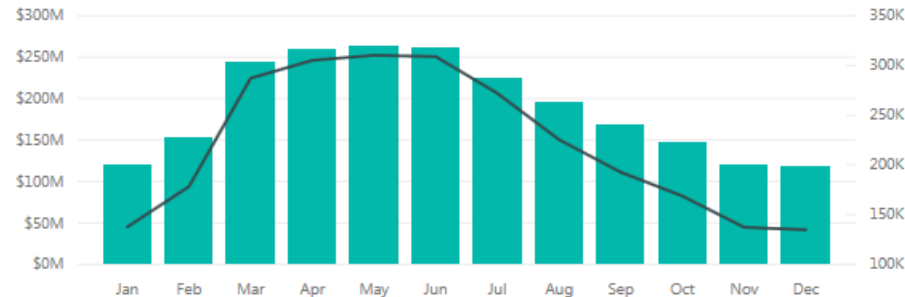
Revenue by Month and Segment

Segment: Convenience (Teal), Extreme (Black), Moderation (Red), Productivity (Yellow), Regular (Grey), Select (Blue)

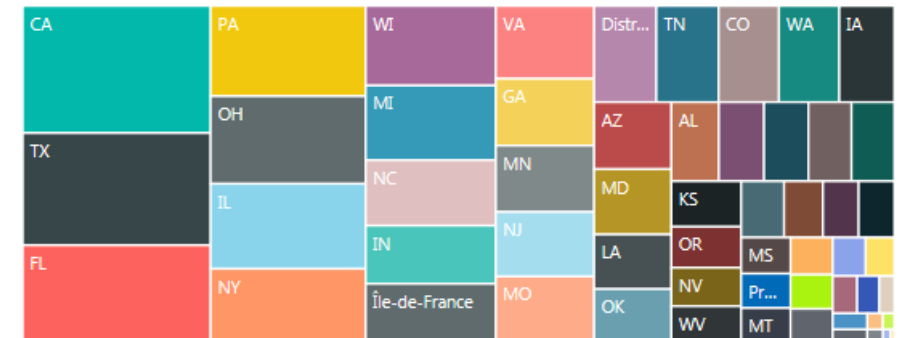


Revenue and Units by Month

Revenue (Teal), Units (Black)



Revenue by State



Revenue and Units Trend

United States Sales

US Product Sales

Van Arsdel US Product Sales - Last 3 years

Region

Central

East

West

Manufacturer

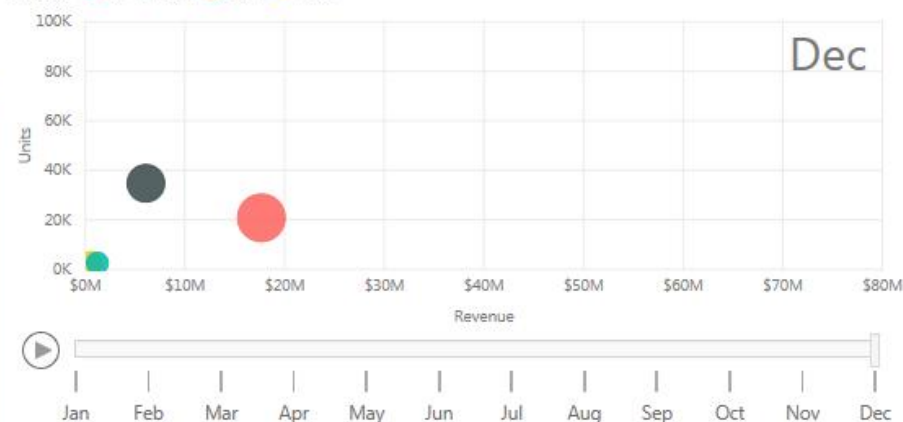
- ☐ Abbas
- ☐ Aliqui
- ☐ Barba
- ☐ Currus
- ☐ Fama
- ☐ Leo
- ☐ Natura
- ☐ Palma
- ☐ Pirum
- ☐ Pomum
- ☐ Quibus
- ☐ Salvus
- ☐ VanArsdel
- ☐ Victoria

Revenue by State and Manufacturer

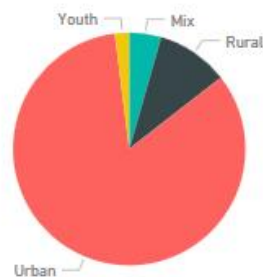


Revenue, Units and Count of Product by Category and Month

Category ● Mix ● Rural ● Urban ● Youth



Revenue by Category



		Year		2014		2015		2016		Total	
Category	Product	YTD Revenue	LY YTD Revenue	YTD Revenue	LY YTD Revenue	YTD Revenue	LY YTD Revenue	YTD Revenue	LY YTD Revenue	YTD Revenue	LY YTD Revenue
Mix	Abbas MA	\$3,814,921.53	\$2,652,167.49	\$3,486,426.67	\$3,814,921.53	\$1,498,206.10	\$3,486,426.67	\$1,498,206.10	\$3,486,426.67	\$1,498,206.10	\$3,486,426.67
	Aliqui MA	\$1,481,810.56	\$1,423,243.24	\$1,270,753.42	\$1,481,810.56	\$357,761.99	\$1,270,753.42	\$357,761.99	\$1,270,753.42	\$357,761.99	\$1,270,753.42
	Currus MA	\$1,790,744.55	\$1,883,583.50	\$1,580,304.76	\$1,790,744.55	\$477,344.54	\$1,580,304.76	\$477,344.54	\$1,580,304.76	\$477,344.54	\$1,580,304.76
	Natura MA	\$1,026,683.18	\$742,841.87	\$807,132.64	\$1,026,683.18	\$351,569.56	\$807,132.64	\$351,569.56	\$807,132.64	\$351,569.56	\$807,132.64
	Pirum MA	\$1,165,336.88	\$1,411,574.75	\$1,466,782.12	\$1,165,336.88	\$1,215,060.79	\$1,466,782.12	\$1,215,060.79	\$1,466,782.12	\$1,215,060.79	\$1,466,782.12
	Pomum MA	\$81,501.58	\$98,102.03	\$99,664.95	\$81,501.58	\$26,514.86	\$99,664.95	\$26,514.86	\$99,664.95	\$26,514.86	\$99,664.95
	Quibus MA	\$1,686,703.88	\$966,712.53	\$1,792,946.82	\$1,686,703.88	\$283,256.45	\$1,792,946.82	\$283,256.45	\$1,792,946.82	\$283,256.45	\$1,792,946.82
	Quibus MP	\$53,973.57	\$1,077,171.59	\$405,884.54	\$53,973.57	\$406,335.41	\$405,884.54	\$406,335.41	\$405,884.54	\$406,335.41	\$405,884.54
	Victoria MA	\$810,488.18	\$818,887.74	\$827,252.87	\$810,488.18	\$827,252.87	\$810,488.18	\$827,252.87	\$810,488.18	\$827,252.87	\$810,488.18

Revenue and Units Trend

United States Sales

US Product Sales